

Toyota Announces Pricing for 2012 4Runner SUV

October 14, 2011

TORRANCE, Calif., Oct. 14, 2011 – Toyota Motor Sales (TMS), U.S.A., Inc. today announced manufacturer's suggested retail prices (MSRP) for the 2012 4Runner sport utility vehicle (SUV). A cornerstone in the Toyota SUV lineup for 27 years, 4Runner adds major audio and connectivity upgrades and available new automatic running boards for 2012.

The 4Runner SR5 models now come with standard SiriusXM™ Satellite Radio capability with a 90-day trial subscription included, USB port with iPod® connectivity, and hands-free phone capability with music streaming via Bluetooth® wireless technology, steering wheel audio controls, and a shark fin antenna.

Standard for the Limited grade, and optional for all other 4Runner models, a new Display Audio System, with a 6.1-inch screen, incorporates some of today's most in-demand connectivity features including navigation, Toyota Entune™ services, SiriusXM Satellite Radio (with 90-day trial subscription), HD Radio with iTunes® tagging and text/e-mail-to-speech.

The Toyota Entune multimedia system is a collection of popular mobile applications and data services, with three years of complimentary access. Once the owner's smart phone is connected to the vehicle using Bluetooth wireless technology or a USB cable, Entune's features are operated using the vehicle's controls or by voice recognition for some services. Entune offers mobile apps for Bing™, iHeartRadio, MovieTickets.com, OpenTable®, and Pandora®. Entune data services include a fuel price guide, sports scores, stocks, traffic and weather.

The 4Runner combines rugged body-on-frame construction with suspension technology that yields ride comfort more often associated with car-based platforms. The 2012 4Runner is available in a variety of configurations and in three models: a well-equipped SR5, top-of-the-line Limited, plus a Trail grade for maximum off-road capability. Optional third-row seats allow for up to seven passengers.

Drivetrain configurations include rear wheel 4×2, part-time 4×4 and full-time multi-mode 4×4 with a locking center differential. All models are equipped with a 4.0-liter 270-horsepower V6 teamed to a five-speed ECT-i automatic transmission. Maximum towing capacity is 5,000 pounds, with 4Runner's standard integrated tow hitch receiver and wiring harness.

Standard on all 4Runner models is the Toyota Star Safety System™, which includes the anti-lock braking system (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA), Vehicle Stability Control (VSC), Traction Control (TRAC) and Smart Stop Technology.

The base MSRP for the 2012 4Runner SR5 models are \$31,090 for the 4×2 and \$32,830 for the 4×4, an increase of \$785, or 2.6 percent for 4×2 and 2.5 percent for 4×4. The base MSRP for the 4Runner 4×4 Trail grade is \$36,755, reflecting an increase of \$200, or 0.5 percent. Prices for the premium Limited models are \$38,595 for the 4×2 and \$40,630 for the 4×4, an increase of \$195, or 0.5 percent.

The MSRP for the 2012 4Runner does not include the delivery, processing and handling (DPH) fee of \$810. The DPH fee for vehicles distributed by Southeast Toyota (SET) and Gulf States Toyota (GST) may vary.

The 2012 4Runner will begin arriving at Toyota dealerships in late October 2011.

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Vehicle/Model Number	Grade	Trans	2011 MSRP	2012 MSRP	MSRP Change (\$)	MSRP Change (%)
4Runner						
8642	2WD SR5 V6	5MT	\$30,305	\$31,090	\$785	2.6%
8648	2WD Limited V6	5AT	\$38,400	\$38,595	\$195	0.5%
8664	4WD SR5 V6	5AT	\$32,045	\$32,830	\$785	2.4%
8668	4WD Limited	5AT	\$40,435	\$40,630	\$195	0.5%
8670	4WD Trail	5AT	\$36,555	\$36,755	\$200	0.5%

All prices listed above do not include the Delivery, Processing, and Handling Fee (DPH).